

NYS CDBG-CV: CARES ACT

GRANTS FOR SMALL BUSINESSES



Basic Requirements

Units of local government (UGLG) (i.e. Town, Village, City, County) and Not-for-Profits may apply on behalf of small businesses. Businesses will be required to demonstrate job retention, job creation, or low to moderate income (LMI) business ownership to access funds. Activities must demonstrate how proposed use of funds will enable the business to prepare, prevent, or respond to impacts of COVID-19 or future pandemics.

A minimum of fifty-one percent (51%) of the jobs that are created or retained as a result of an economic development award for each business must be either held by and/or made available to persons from LMI households.



Examples of Eligible Activities

- Purchase new equipment, fixtures, or PPE to guide social distancing.
- Provide working capital to assist with payroll costs, rent, utilities, marketing, inventory, etc.
- Procure professional digital marketing services to adapt to online and e-commerce platforms
- Purchase touchless point of sale equipment and signage to encourage safety practices



COVID Connection Examples

- Prepare businesses to re-open safely or increase capacity in response to the pandemic
- Build business resiliency by developing and implementing digital strategies to adapt to increasing online market demand
- Increase customer and staff safety by adhering to COVID health protocols
- Assist with replacing lost revenue due to the pandemic that will help retain its workforce or create jobs



Program Compliance

Each individual business must meet one of the “National Objectives” below:

Job Creation (LMJ)

At least 51% of positions created by each business must be made available to and/or held by LMI persons. Requires new hires to fill out an income self certification document.

Job Retention (LMJ)

At least 51% of positions retained by each business must be held by LMI persons. Requires income self certification from retained employees or official payroll documentation. Financial analysis of why jobs would be lost without CV funds is also required.

LMI Business Ownership

(LMCMC) *Microenterprise Only (less than 5 employees including owner)

At least 51% of business ownership must be held by a LMI person(s). Requires latest tax returns from business owner(s).



12 Month Deadline

All activities must be completed within 12 months from the date project is awarded.



Contact Us

Email questions about CDBG CARES funding to CDBGCARES@hcr.ny.gov.



Homes and
Community Renewal



Project Example 1: Small Business Assistance

Project Description & COVID Connection

City will use \$600,000 (includes program delivery and grant administration costs) to help small businesses to re-open, respond to the demands of a post-pandemic business environment, and become more resilient in the case of another future public health challenge.

Use of Funds

Funds will be used to purchase additional inventory, more sanitation supplies, and update marketing strategies. Additionally, funds will be used towards employee payroll for new/current staff hires and increased hours due to businesses re-opening at full capacity.

Program Compliance & Required Documentation

Job Creation and Microenterprise — The project will create at least 10 Full Time Equivalent (FTE) positions for LMI persons and assist 5 microenterprises owned by LMI persons.
Required documentation for Job Creation — Income self certification for each new individual hired.
Required documentation for Microenterprise — Latest tax returns from LMI owner.



Project Example 2: Small Business Assistance

Project Description & COVID Connection

County will use \$900,000 (includes program delivery and grant administration costs) to assist small businesses that were directly impacted by pandemic and need funds to pivot to more electronic systems.

Use of Funds

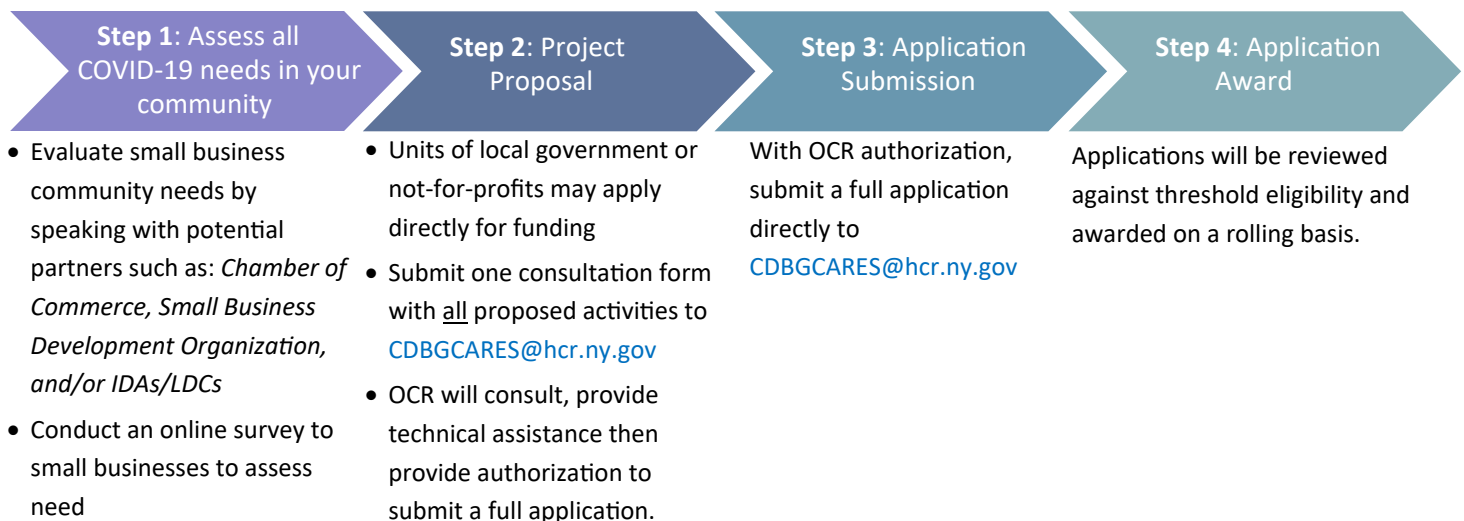
Funds will be used to acquire new point of sale (POS) equipment for touchless payments and digital marketing services to support online sales.

Program Compliance & Required Documentation

Job Retention — The project will retain at least 20 Full Time Equivalent (FTE) positions held by LMI persons.
Required documentation for Job Retention — Payroll documentation with yearly wages of retained employees and a financial analysis.



Application Process



All CDBG CARES materials, including the consultation form and application materials can be found on:

<https://hcr.ny.gov/communityrecovery>